

Website Blueprint

OP-85369

Location: Bay Shore, Suffolk County, New York, USA

Business Type: Glass, Mirror, and Shower Door Installation and Repair Company

Target Audience: Residential, commercial, and industrial clients in Suffolk County, New York, including general contractors, homeowners, business owners, restaurants, schools, designers, and architects. Demographics include property owners and managers seeking quality glass solutions; psychographics include those valuing reliability, craftsmanship, and competitive pricing.

Executive Summary

Baradzi Glass Inc. has been serving Suffolk County and the New York Metro area since 1988, offering dependable glass, mirror, and shower door installation and repair services. The company's strength lies in its commitment to excellent craftsmanship, competitive pricing, and reliable service, setting it apart from others in the area. Their long-standing experience and ability to serve a wide range of customers from homeowners to commercial clients make them a trusted choice for quality glass solutions.

Primary Goals

- Enhance online presence and visibility on Google's first page
- Improve website user experience and mobile friendliness
- Showcase craftsmanship and attract new clients through professional branding

Brand Values

- Excellent craftsmanship
- Reliability
- Competitive pricing

Competitive Advantages

- Established in 1988 with 46 years of industry experience
- Serving the community with a reputation for reliability and quality
- Offering competitive pricing and quantity discounts

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#274472
Secondary		#C3CEDA
Accent		#F8B400

Rationale: Deep blue creates a strong, trustworthy feeling, which is important for attracting contractors and property owners. The light gray-blue is clean and modern, giving a clear and professional look. The golden accent adds energy and helps highlight important buttons, offers, and calls to action.

Typography

Heading Font: Montserrat

Body Font: Open Sans

Google Fonts Url: <https://fonts.googleapis.com/css?family=Montserrat:700,600,400|Open+Sans:400,600,700&display;=swap>

Imagery Style

Use sharp, well-lit photos that show real glass, shower, and mirror installations. Show before-and-after views where possible. Highlight clean lines, shiny surfaces, and close-up details to show craftsmanship. Avoid overly filtered or flashy effects.

Overall Aesthetic

Clean, polished, and straightforward. The look should feel reliable, neat, and show high-quality work. Keep everything professional, not too flashy or crowded, so visitors can focus on your services and project photos.

Theme Style

Modern and trustworthy, with plenty of white space and clear sections. Use strong, simple lines and boxed content to keep things organized. Make use of the accent color for special offers and buttons, but don't overdo it.

Layout Approach

Organize pages so it's easy to find main services right away. Feature the rotating banner at the top with high-impact images and messages. Use the gallery to show finished projects, making each photo easy to view and click through. Keep navigation simple and have clear 'Contact' and 'Get a Quote' buttons. Make sure everything looks good on phones and tablets as well as on computers.

Regional Recommended

- Keep the look clean and modern, matching what's common for service companies in New York.
- Highlight experience and trust—local customers want to see clear examples of work done in Suffolk County.
- Use actual project photos to build trust with residential and commercial clients.

Regional Avoid

- Don't use overly flashy colors or styles that feel too casual or cartoon-like.
- Avoid dark backgrounds that make the site look heavy or hard to read.
- Don't use stock images that don't show actual work done in the Long Island or New York Metro area.

Requirements & Features

homepage clarity

Description: Make it clear right away what services are offered and who the business serves.

Validation: First-time visitors immediately understand the range of glass, mirror, and shower door services, and the main audiences (residential, commercial, industrial) are named.

rotating_banner

Description: Use a rotating banner on the home page to show off top services, popular installations, and special offers like quantity discounts.

Validation: Banner rotates between at least 3 images of real installations and includes a message about quantity discounts and emergency services.

gallery

Description: Create a gallery page that displays before-and-after photos and a wide variety of installations to show skill, quality, and project size.

Validation: Gallery loads quickly, is easy to browse, and showcases at least 10 recent local projects—showing both residential and commercial work.

mobile_friendly_design

Description: Make the website easy to use on phones and tablets.

Validation: Website displays and works well on common mobile devices, with no need for pinching or horizontal scrolling.

contact_options

Description: Make it easy for people to call, email, or visit, with a clear contact form and hours—including emergency option.

Validation: Contact form works, phone number and email are clickable, address links to map, and emergency service is highlighted.

fast_loading_pages

Description: Improve the speed of the website so visitors don't wait for pages to load.

Validation: All main pages load within 3 seconds on home and mobile internet connections.

clear_navigation

Description: Navigation menu makes it easy to find services, gallery, about, and contact pages.

Validation: All top pages are easy to find on every device and require no more than two clicks.

local_search_keywords

Description: Make sure important search phrases like 'Shower doors Suffolk County', 'commercial glass repair Bay Shore', and 'mirror installation Long Island' are included in the site text.

Validation: SEO pages and headings contain specific local search phrases relating to shower doors, glass, and mirrors in Suffolk County.

highlight_unique_points

Description: Showcase experience since 1988, owner involvement, craftsmanship, and competitive pricing on the homepage and about section.

Validation: Homepage and about page highlight years in business, locally owned status, and unique selling points.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome new visitors, show what Baradzi Glass Inc. does best, and guide people to the most important areas of the site.

Sections

Hero

Purpose: Catch attention right away and let people know they're in the right place for glass, mirror, and shower door work.

Key Elements:

- Large rotating banner with real project photos
- Baradzi Glass Inc. logo
- Slogan: 'We Fix Your Panes and more'
- Short, clear line about what types of glass services are offered
- Service area: Suffolk County, New York

Strategy: Use the rotating banner and headline to quickly show off quality work and build trust right at the top of the page.

Psychology: First impressions count. Real photos, a long company history, and a promise of fair prices give visitors confidence that they've found a reliable expert.

Tone: Sound professional, honest, and dependable. Speak plainly about your tradition and the way you treat customers.

Cta Block

Purpose: Make it easy for people to call, email, or visit with one simple click.

Key Elements:

- Button to contact you by phone (631-666-0022)
- Button to send an email (baradziglass@gmail.com)
- Map and your address
- Hours of operation and mention of 24-hour emergency service
- Highlight quantity discounts and any current special offers

Strategy: Place contact buttons and special offers in view without scrolling, so people are more likely to reach out.

Psychology: Limited-time deals and easy contact encourage quick action. Showing emergency service reassures people that you're ready to help.

Tone: Friendly and inviting. Be clear about why reaching out now is the smart move.

Services (*Info*)

Purpose: Explain your main glass, mirror, and shower door services so visitors can find exactly what they need.

Sections

Service Overview

Purpose: Break down your wide range of services in simple language.

Key Elements:

- Bulleted list of services (glass installation, repair, mirrors, windows, shower enclosures, storefronts, screens, etc.)
- Short paragraph promising free estimates and quick, professional service
- Links to learn more or see specific project examples

Strategy: Organize services clearly and give each main area its own quick link, so no one gets lost.

Psychology: When people see all the ways you can help, from residential to commercial, they trust you more.

Tone: Direct, helpful, and straightforward. Use everyday language and offer solutions to common problems.

Showers And Bath (*Portfolio*)

Purpose: Showcase your shower door and glass enclosure options, including frameless and framed styles.

Sections

Showers Featured

Purpose: Present shower and bath glass options with photos and descriptions.

Key Elements:

- Gallery of finished projects with both framed and frameless enclosures
- Descriptions of glass thicknesses and style choices
- Details about quality materials and expert installation
- Clear call to contact for a quote or visit the showroom

Strategy: Let quality photos and clear benefits do the talking. Use a gallery so customers see the difference.

Psychology: Seeing real, finished projects makes it easier for people to picture the results in their own space.

Tone: Confident but warm. Focus on the value and beauty you bring to people's homes and businesses.

Residential Commercial (*Info*)

Purpose: Give property owners, managers, and builders a detailed look at services for homes, businesses, and larger projects.

Sections

Audience Specific Services

Purpose: List residential, commercial, and industrial services clearly.

Key Elements:

- Simple explanations for services like glass replacement, window installation, storefronts, screens, partitions, and mirrors
- List of sample clients: contractors, schools, restaurants, architects, homeowners
- Highlight fast service, expert repairs, and decades of experience

Strategy: Make it obvious you serve all types of customers and know their specific needs.

Psychology: When people see their type of project mentioned directly, they're more likely to trust you with the job.

Tone: Sound experienced and community-minded. Emphasize reliability and custom solutions.

Gallery (*Portfolio*)

Purpose: Give visitors a place to browse through a variety of completed projects for inspiration and trust.

Sections

Photo Gallery

Purpose: Display images of your real work—shower enclosures, mirrors, store fronts, railings, and more.

Key Elements:

- Clickable photo grid sorted by project type
- Descriptions of each project
- Optional link for customers to submit their own testimonial or ask questions about the work they see

Strategy: Visual proof of skill and variety leads to more phone calls and emails for quotes.

Psychology: Seeing proof builds trust and lets visitors imagine your work in their own home or business.

Tone: Let pictures do most of the talking—keep descriptions short and focused on results.

About (*Info*)

Purpose: Build trust by sharing the story, experience, and values of Baradzi Glass Inc.

Sections

Company Bio

Purpose: Share your long history, skilled team, and what sets your business apart.

Key Elements:

- Short company story: founded in 1988, serving Suffolk County
- Promise of craftsmanship and competitive pricing
- Highlights of community involvement or customer service approach
- Small team size for personal touch

Strategy: Stories about your background and promises set you apart from competitors.

Psychology: People want to do business with real, local people they can trust.

Tone: Warm, neighborly, and trustworthy. Speak about tradition and pride in work.

Contact (*Info*)

Purpose: Make it quick and simple for anyone to reach out by phone, email, or in person.

Sections

Contact Info

Purpose: Let all types of visitors find the easiest way to ask a question or start a job.

Key Elements:

- Contact form
- Displayed phone number and email
- Street address and parking info
- Simple map
- Hours of operation including emergency service

Strategy: Remove doubt or barriers—make it obvious you're ready to help today.

Psychology: Fast, straightforward options reduce frustration and increase trust.

Tone: Be direct, courteous, and clear. Thank visitors for their time and interest.

Recommended Sections

- Company Story
- Team Profile
- Mission & Values

Psychology Insight

Building trust through relatable storytelling and demonstrating company values

Copy Tone Guidance

Authentic and engaging, highlighting the company's journey and ethos

Implementation

UX Psychology

Principle: First Impression Matters

Application: Show what Baradzi Glass does clearly at the very top of the homepage, using strong headlines and real project photos.

Implementation: Use a bold headline like 'Trusted Glass and Mirror Experts Since 1988' with a rotating banner featuring photos of local installations and a clear call to action.

Principle: Decision Simplicity

Application: Guide visitors towards the service they need without overwhelming choices.

Implementation: Group services into categories (Residential, Commercial, Mirrors, Showers, Repairs) and make each one a clear, clickable option on the homepage menu.

Principle: Trust and Credibility

Application: Showcase years in business, owner-run status, and photos of real work to build trust right away.

Implementation: Add a section with quick facts—'Serving Suffolk County since 1988, Family Owned, 24/7 Emergency Service' and a gallery of local projects.

Content Strategy

Area: Service Pages

Recommendation: Write clear and plain descriptions for each core service, using local examples and showing benefits.

Implementation: For each service page—like 'Frameless Shower Doors' or 'Storefront Glass'—list what's included, why local customers choose it, and a way to get a quote.

Area: Gallery and Rotating Banner

Recommendation: Use real project images to show off variety and quality. Add brief captions to each image.

Implementation: Upload the best before-and-after photos and in-progress shots. Write a short, friendly caption under each image describing the work and location.

Area: Special Offers & Trust Signals

Recommendation: Highlight quantity discounts and emergency services in eye-catching spots.

Implementation: Add labels like 'Quantity Discounts Available!' and '24-Hour Emergency Repairs' to homepage banners and contact sections.

Conversion Optimization

Technique: Clear Calls to Action

Rationale: Prompt potential customers to quickly ask for quotes or contact the business, increasing leads.

Implementation: Add buttons such as 'Get a Free Estimate' and 'Call Now for Emergency Service' that are always visible as visitors scroll.

Technique: Fast and Simple Contact Form

Rationale: Make it easy for customers to ask questions or request service without frustration, boosting response rate.

Implementation: Place a short contact form on every service page asking only necessary information, with a promise of quick response.

Technique: Highlight Social Proof

Rationale: Show real customer satisfaction to help new visitors feel confident reaching out.

Implementation: Include a testimonials section with a few quotes from past customers or links to review sites.

Priority Focus

Category: Service Clarity and Local SEO

Description: Make it obvious what Baradzi Glass provides and use local place names to draw in nearby customers.

Reason: People in Suffolk County will quickly see they can get glass and mirror solutions close to home, and the business will show up in more local searches.

Category: Visual Proof and Showcasing Work

Description: Use photo galleries and rotating banners with real work and clear captions to show the range and quality.

Reason: Local clients want to see real proof and examples they can relate to before they decide to call.

Category: Easy Contact and Emergency Service

Description: Show contact information and emergency options clearly at all times.

Reason: Quick access to assistance turns website visitors into leads, especially during urgent situations.

Implementation Order

1. homepage clarity
2. rotating_banner
3. contact_options
4. fast_loading_pages
5. gallery
6. local_search_keywords
7. clear_navigation
8. highlight_unique_points

Risk Mitigation

Slow website with large image files

Category: performance

Suggested Action: Optimize and compress all images before upload, especially for gallery and banner.

Confusing navigation

Category: usability

Suggested Action: Use a simple, consistent top menu, and label each page clearly.

Missed leads due to broken contact form or hidden phone number

Category: conversion

Suggested Action: Test the contact form and make all contact details clickable and visible at the top and bottom of pages.

Not showing up in local online searches

Category: SEO

Suggested Action: Use keywords specific to glass, mirrors, shower doors, and location throughout the website.

Business Impact

Impact Level: High